

important component of children's programming. "It's important that we have programming where children can watch other children performing," he said. "The problem with live action is that it doesn't survive in the long run, especially against animation," he said.

According to NBC's Vinson, there are no plans at the network to get out of Saturday morning children's programming. She said that NBC Entertainment head Brandon Tartikoff last year was quoted as saying that the network was looking at rescheduling Saturday morning with older-skewing programming. "He was somewhat misquoted," said Vinson. She added that she sees the networks owning their own children's programs in the future. □

## Petry's Kurlander and Fentress rate syndicated fare

In their annual review of the new syndication season announced at the NATPE convention, Petry Television programming executives

Dick Kurlander and Jack Fentress gave *Perfect Strangers* their highest score for new off-network product.

On a scale of one to 10, *Perfect Strangers*, which debuts in syndication in 1990, got an eight, based on its "star network performance."

227, also scheduled for 1990 syndication release, was given a 7.5, based on its "very good urban appeal." However, the two executives said the show was priced "on the high side."

In the one-hour off-network category, *Highway to Heaven* was rated a marginal 5, and those interested in the program were advised to try to get the barter component reduced.

Among new game shows, Warner Bros.' *Third Degree* was rated highest with an 8, followed by *Couch Potatoes* and *Star\*Play*, each with a 6, and *Celebrity Secrets* and *Jack Pot*, each with a 5.

In the reality magazine strip category, the top four shows were *After Hours*, 8; *Crime Watch Tonight*, 5.5, and *Reward and Tabloid*, each with a 5. *Crime Stoppers 800*, a weekly show in the same category, received a 6. The new court show from Viacom, *Trial By Jury*, received a 5, despite "bad acting" in the pilot. The executives also

cautioned stations about the show's "strange" barter split of 1.5 minutes within the program, plus an additional 1.5 minutes spun off to a different time period.

A lot of hoots came from the crowd of Petry clients when Kurlander and Fentress awarded the new *Roller Games* a 7.5. While the crowd thought that was high, the two executives stressed the show's good counterprogramming value.

Ratings for weekly first-run half-hours came down as follows: *Byron Allen Show*, *Crimes of the Century* and *Lassie* all got 7's, while *InSport* and *Remote Control* received 5's.

Two new talk shows each received a 6—the *Joan Rivers Show* strip and the weekly *CopTalk*.

In the animation category, *Denver, the Last Dinosaur*, this season's weekly that goes to strip next year, and *Super Mario Brothers* each received 8's. *Muppet Babies* got a 7, *Police Academy* a 6 and *The New Archies*, a 5. *Pictionary*, the new children's game show, received a 5.5.

Three proposed projects announced for next fall are already dead, according to Kurlander and Fentress—two—*GTG's Beverly Hills Show*, *Palladium's I Guess* and Buena Vista's *20 Questions*. □

# Programming

## NBC's sweeps streak continues

Once again, NBC-TV posted a commanding lead in the market-by-market Arbitron rankings for the November 1988 sweeps (BROADCASTING, Dec. 5, 1988).

According to BROADCASTING's analysis of Arbitron's sweeps of TV households during prime time for the 212 markets measured, NBC scored 106 outright wins and

10 ties. ABC came in second with 59 wins and seven ties, while CBS had 36 wins and six ties.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET).

Numbers are in thousands (add 000). Bold-faced numbers indicate market winners. Dashes indicate no primary or secondary affiliation in that market. The information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

1989 TSA households (000)				1989 TSA households (000)			
ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	15	21	Bowling Green, Ky. (193)	18	—	—
Albany, Ga. (153)	—	—	50	Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	21	38	56
Albany-Schenectady-Troy, N.Y. (53)	74	72	72	Buffalo, N.Y. (38)	94	57	95
Albuquerque, N.M. (56)	70	38	70	Burlington-Plattsburgh, Vt. (92)	15	38	28
Alexandria, La. (166)	6	—	40	Butte, Mont. (188)	7	9	6
Alpena, Mich. (211)	—	4	—	Casper-Riverton, Wyo. (191)	3	6	12
Amarillo, Tex. (116)	32	19	23	Cedar Rapids-Waterloo-Dubuque, Iowa (78)	46	39	57
Anniston, Ala. (192)	—	10	—	Charleston, S.C. (108)	28	34	41
Ardmore-Ada, Okla. (175)	21	20	16	Charleston-Huntington, W.Va. (51)	60	55	93
Atlanta (12)	195	176	232	Charlotte, N.C. (31)	88	92	52
Augusta, Ga. (104)	36	29	26	Charlottesville, Va. (198)	—	—	10
Austin, Tex. (69)	51	45	36	Chattanooga (83)	45	38	56
Bakersfield, Calif. (145)	22	18	22	Cheyenne, Wyo.-Scottsblf, Neb.-String, Colo. (186)	—	12	—
Baltimore (22)	156	116	163	Chicago (3)	494	309	472
Bangor, Me. (157)	15	20	20	Chico-Redding, Calif. (143)	32	19	12
Baton Rouge (93)	54	47	43	Cincinnati (29)	97	87	117
Beaumont-Port Arthur, Tex. (126)	29	30	37	Clarksburg-Weston, W.Va. (162)	—	22	18
Bend, Ore. (207)	—	—	4	Cleveland (11)	272	182	246
Billings-Hardin, Mont. (164)	12	12	12	Colorado Springs-Pueblo (99)	28	29	32
Biloxi-Gulfport-Pascagoula, Miss. (158)	31	—	—	Columbia, S.C. (86)	29	27	73
Binghamton, N.Y. (136)	13	34	18	Columbia-Jefferson City, Mo. (151)	16	22	29
Birmingham, Ala. (47)	90	34	103	Columbus, Ga. (115)	38	23	18
Bluefield-Beckley-Oak Hill, W.Va. (144)	17	—	26	Columbus, Ohio (33)	92	91	121
Boise, Idaho (137)	26	14	26	Columbus-Tupelo, Miss. (131)	8	26	47
Boston (6)	295	226	338	Corpus Christi, Tex. (122)	30	21	28